MEREDITH SALES GUARANTEE

PRINT • DIGITAL • VIDEO

ANALYTICS BY NCSOLUTIONS

Everyone talks ROI. Meredith guarantees it.

Most marketers believe that their actions drive revenue, but many find it difficult to prove. In a marketplace that is increasingly driven by data and with more advertising choices than ever before, it's crucial that marketers know they'll get what they pay for. **And, at the end of the day, there's really only one thing they want: a return on investment.**

At Meredith we believe so strongly in our products' ability to deliver results — we guarantee it. In partnership with third-party vendors, the **Meredith Sales Guarantee** is a proprietary toolkit of measurement solutions that answers key questions critical to the success of a campaign. This enables us to guarantee incremental sales lift/conversion for our valued marketing partners and deliver positive campaign results across categories and platforms.

Accountability. It's never been more important.

Learn how the **Meredith Sales Guarantee** answers these questions:

- **Was there a positive lift and ROAS?**
- **Did my campaign drive sales?**
- **Did exposure change behavior?**
- **Did it steal share from competitors?**

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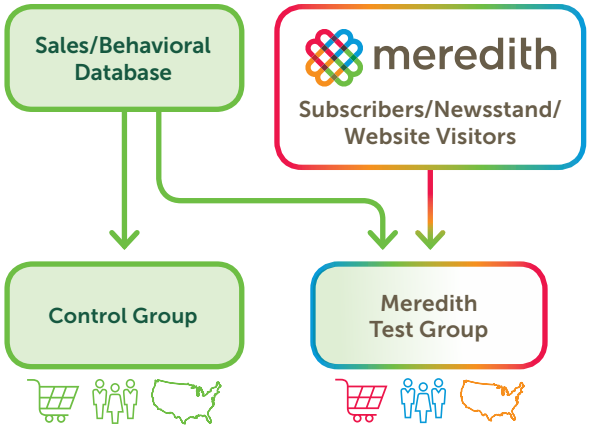
How does the Meredith Sales Guarantee work?

Test vs. Control

- Nielsen Homescan Panel
- NCSolutions
- Nielsen Buyer Insights
- Nielsen National Peoplemeter Panel
- Pharma Rx Data
- Car/Truck Sales



- **Differentiating Variables:** The only difference between the test and control groups is exposure to advertising in Meredith properties
- **Matching Variables:** The brand/category purchase behavior, demographics, and geography between the test and control groups are identical
- **Measuring ROI*:** Measure sales in control group (unexposed) vs. sales in test group (exposed) to determine average incremental gain in spend per household

**ROI: Incremental sales generated per media dollar spent, no margin applied.*

analytics by NCSolutions

How does an advertiser **qualify** & what is **included**?

Campaign **minimums**:

Magazine
150 Adults 18+ GRPs

Digital
75M overall impressions

Integrated
130 Adults 18+ GRPs
60M impressions

Video
75M pre-roll impressions over a 3-month period

Plus Spend
Incremental spend over the previous year

Insights delivered:

- **Sales Lift**
- **Key Sales Drivers:**
  - Penetration
  - Purchase amount
  - Purchase frequency
- **Return on Advertising Spend (ROAS)**
- **Additional Insights:**
  - Impact by tactic or placement
  - Competitive shift
  - Sub-brand contribution
  - Source of volume & more

A summary of **success**

Meredith print and digital outperform digital and TV:

	ROI*
Meredith Magazines	**$7.08**
Meredith Digital	**$5.18**
Television	**$3.23**
Digital (Mobile, Video, Display)	**$2.43**

10+ Year History
of measurement & accountability

Positive ROI
in 160+ studies across multiple categories & platforms

At the Forefront
of a now industry-wide guarantee program

Over $1.5B
in sales impact

**ROI: Incremental sales generated per media dollar spent, no margin applied.*
Source: NCSolutions 2005 to Q1 2019

For more information on the **Meredith Sales Guarantee** and how it can lift sales for your brand, contact your Meredith Sales Representative or:

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